

CITIZENS' REVENUE REVIEW AND ECONOMIC COMPETITIVENESS COMMISSION

**MEETING MINUTES FOR
Thursday September 23, 2010, AT 6:00 P.M.
Lewis Middle School
5170 Greenbrier Avenue San Diego, CA 92120**

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Meeting called to order at 6:07 PM by Chair Bob Nelson.

Commissioners Present: Andrea Moser, Bob Nelson, Roque Barros, Dr. Stephen Standifird, Dr. Alan Gin

Commissioners Absent: Michael Morton, Ted Bonanno, Dr. Gangaram Singh

Staff Present: Breanna Zwart (Staff Consultant), Elaine Duval (IBA)

INFORMATION ITEMS

Next meeting is set for October 7th at 5:30 PM.

ADOPTION AGENDA

Approval of the Record of Actions from September 9, 2010 and Minutes from July 1, 2010

ACTION: Motion to approve both by Ms. Moser, seconded by Dr. Gin.

VOTE: 5-yeyes, 0-neys

ITEM-I Presentation on Preparing Our Emerging Workforce from the San Diego Workforce Partnership

Presentation by: Margie de Ruyter, *Director of Youth Division of San Diego Workforce Partnership*

- Compared to other cities, Ms. de Ruyter believes San Diego is “failing” at preparing and engaging the youth workforce.
- Data shared during presentation was obtained from Center for Labor Market Studies.
- Teen employment rates (ages 16-19) are the lowest they have been since WWII.
 - Rates calculated by value of employed teens to the civilian labor force.
- Benefits when young people are engaged in employment include:
 - Educational attainment

- Workforce development and advancement
- Economic development and advancement
- Community development and advancement
- Focus ought to be on benefiting the regional economy
 - Renewing employer's motivation.
 - Investing in youth employment can be completed in various ways & can still have an impact.
 - Increasing youth employment is a method of intervention.
- In 2009 Partnership did first summer program in 10 years.
 - Placed 3200 youth, ages 14-24 in summer jobs.
 - \$7.7 M was allocated to Youth Workforce; \$14.7 M in assumed economic activity was generated.
- In 2010 about \$80,000 was generated, 40 young people and employers created positions.
 - About 122 young people were placed.

ACTION ITEMS

ITEM-2 Presentation regarding Economic Competitiveness Proposals discussed by the Commission

ACTION: No action taken. No presentation given.

ITEM-3 Table discussions: discuss the economic competitiveness options presented. Please share any additional ideas you may have.

ACTION: No action taken. No table discussions occurred.

ITEM-4 Table Reports: Each table selects a spokesperson and report on their table discussions.

ACTION: No action taken.

ITEM-5 Presentation regarding Revenue Options discussed by the Commission

ACTION: No action taken. No presentation given.

ITEM-6 Table discussions: discuss the revenue options presented. Please share any additional ideas you may have.

ACTION: No action taken. No table discussions occurred.

ITEM-7 Table Reports: Each table selects a spokesperson and report on their table discussions.

ACTION: No action taken.

ITEM-8 Discussion/Approval of Draft Report Sections

- Commission agreed it is appropriate to have a title for the report.
- Details regarding the motivation for the commission's formation should be added to enhance the report's opening. The commission also believes more factual information throughout the report will consequently strengthen the recommendations.
- The section (and accompanying chart) on hospitality industry workers was thought to be better suited for the portion of the report on tourism. The discussion of hospitality worker wages should be coupled with a later recommendation.
 - Further data on whether the difference in hospitality wages between cities is related to union membership efforts.
- The tourism section will be co-edited by Ms. Moser and Mr. Nelson, to ensure objectivity is achieved.
- A definition of "base sectors" should be included for better understanding, followed by the identification of San Diego's four base sectors.
- More details are necessary regarding the characterization of the Convention Center's level of "optimal performance".
- Commission agreed that it would be helpful to include a list or discussion of San Diego's largest private employers. Because healthcare institutions do account for a large portion of jobs in the city, specific issues affecting the sector should be included.
- The part of the report on the city's impact on corporate locations decisions would benefit from statistics for San Diego, rather than California as a whole.
- The general framework of the report should be clearly organized. Observations will be modified to make plain recommendations.
- Several current areas in which the commission expressed broad support are classified as "quality of life" matters. Thus, they should be grouped together in the report.
- Further input from the absent commission members in several areas of the report is necessary to accurately reflect their ideas.
- The legal implications of changing the city's *guidelines* for developmental proposals to *minimum requirements*, needs to be explored with the City Attorney's office.

- Current ongoing studies on affordable housing should be reviewed. Mr. Gin shared the terminology of “workforce housing,” which the commission deemed as useful to the segment on housing.
- Input for the section on Sports Innovation is still to be received from Connect.

Bob Nelson adjourned the meeting at 8:12 PM.

Chair Bob Nelson